

Message Text

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41

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 RSC-01 /021 W

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R 161120Z JAN 75

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC

INFO SECSTATE WASHDC 3692

AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

UNCLAS STOCKHOLM 227

FOR BIC/OIM

E.O.11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: SECURITY DEVICES PRESENTATION (JEEP)

1. SECURITY DEVICES PRESENTATION (JEEP)
2. STOCKHOLM TRADE CENTER, JANUARY 8-10, 1975.
3. 7 (1 NTE 6 NTM)
4. IMMEDIATE SALES : \$39,090, 12 MONTH PROJECTED SALES: \$2,206,000.
TOTAL: \$2,245,090. (REPORTED SALE LEADS: 228).
5. A) NTE/NTM EXHIBITOR SALES: \$39,090.
B) NTE/NTM PROJECTED SALES: \$2,206,000.
6. NUMBER OF EXHIBITORS SEEKING REPRESENTATION: 7.
7. NUMBER OF REPRESENTATIVES APPOINTED DURING EXHIBITION: 7.
8. NUMBER OF REPRESENTATION AGREEMENTS UNDER NEGOTIATION AT CLOSE
OF PRESENTATION: 34. (REPORTED NUMBER OF REP. LEADS: 92).
9. REGISTEED VISITORS TO THE PRESENTATION: 283.

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10. SUCCESS STORIES AND EXHIBITION COMMENTS:

A) MR. JESSE WAGNERII, PRESIDENT, IMPOSSIBLE ELECTRONIC TECHNIQUES, NTE, WHO (SUBJECT TO OEA APPROVAL) SOLD \$25,000 OFF THE FLOOR AND CONSERVATIVELY PROJECTS \$1,250,000 IN FIRST YEAR SALES OF HIS LOW LIGHT CCTV SYTEM COMMENTED: "SHOW WAS EXPERTLY HANDLED.... COOPERATION FIRST RATE." (CLEARED FOR PUBLICATION).

B) MR. CONRAD SANDLER, REPRESENTING ALARM LOCK CORP. (NTM) WHO SHOWED SAFETY ALARM LOCKS, REPORTS \$2,000 IN IMMEDIATE AND \$9,000 IN FIRST YEAR SALES, AND APPOINTED A REPRESENTATIVE. MR. SANDLER COMMENTED:"THE EXHIBITION WAS WELL ORGANIZED AND ATTENDED BY THE CORRECT PEOPLE. WE HOPE TO HAVE SUCCESS IN DUE COURSE". (CLEARED FOR PUBLICATION).

C) MR. F.R. SCHWANKE OF SCHWANKE INTERNATIONAL MARKETING CORP., REPRESENTING IDENTIFICATION AND CONTROL SYSTEMS, INC., (NTM) REPORTED IMMEDIATE SALES OF NEPP AND PROJECTS \$5,000 IN FIRST YEAR SALES OF AN IDENTIFICATION CAMERA/CARD SYSTEM. AT CLOSE OF SHOW MR. SCHWANKE WAS NEGOTIATING A DISTRIBUTOR ARRANGEMENT, AND COMMENTED:"DEMONSTRATION OF EQUIPMENT ATTRACTED MUCH INDIVIDUAL INTEREST, BUT IT IS DIFFICULT TO DETERMINE MARKET OR SALES POTENTIAL". (CLEARED FOR PUBLICATION EXCEPTING SALES FIGURES).

D) MARK S. LEVY, PRESIDENT, FIRE LITE ALARMS, INC. (NTM) WHO AT SHOWS CLOSE WAS NEGOTIATING WITH FIVE POTENTIAL DISTRIBUTORS REPORTED IMMEDIATE SALES OF \$10,000 AND PROJECTS \$100,000 IN FIRST YEAR SALES COMMENTED:"PROMOTION WASVEARED MOSTLY TO BURGLAR ALARM SYSTEMS. WE ARE A MANUFACTURER OF FIRE ALARM SYSTEMSAND WE SEEM TO PLAY A MINOR ROLE IN FULL SCALE PROMOTION." (CLEARED FOR PUBLICATION).
STRAUSZ-HUPE

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